



ZEAL

OPTICS



**THIS IS A STORY
OF ADVENTURE. A STORY
OF ZEAL.**

IMAGINED, DESIGNED, AND CRAFTED
RIGHT HERE IN BEAUTIFUL
BOULDER, COLORADO.

**IT FEATURES OUR
FAMILY OF DEDICATED
EMPLOYEES, DREAMERS,
FRIENDS, ATHLETES,
DESIGNERS, PHOTOGRAPHERS
AND CREATIVES THAT ALL
SHARE THE SAME VISION.**

**WE ARE
ALL
ZEAL.**

AND THIS IS OUR PLAYGROUND.



A wide-angle photograph of a winter landscape. The foreground is a smooth, snow-covered field. In the middle ground, a dense forest of tall, snow-laden evergreen trees stands. Behind the trees, a valley is filled with a thick layer of white clouds or mist. In the background, rugged mountain peaks are visible, some covered in snow and others partially obscured by the clouds. The sky is a pale, hazy blue.

SO IS THIS.

***WE BELIEVE
LIFE IS
BEST LIVED
OUTDOORS.***





AND WE MAKE

**EYEWEAR THAT
ENHANCES
EVERY MOMENT
YOU SPEND IN IT**

TO ELEVATE YOUR PERSPECTIVE.

**OUR PASSION
FEEDS YOUR
ADVENTURES,
AND PROTECTS THE
PLACES YOU PLAY.**



A person with long brown hair, wearing a black wetsuit, is seen from behind, paddling on a white surfboard in the ocean. The water is a mix of blue and green, with white foam from the surfboard's movement. The sky is a pale, hazy blue. The text "OUR VISION IS" is overlaid on the left side of the image, and "BETTER VISION." is overlaid below it.

OUR VISION IS
BETTER VISION.

Zeal sunglasses and goggles are
engineered to make your

**EXPERIENCES
RICHER**

and your

**MEMORIES
MORE
VIBRANT.**





We blend innovative materials,
cutting-edge technologies, and time-honored
craftsmanship to create some of the

**BEST EYEWEAR
IN THE WORLD.**

SUNGLASS COLLECTIONS

Optical and sustainable innovation are our inspiration. From performance to lifestyle designs, and everything in between, we've crafted a collection of premium-polarized sunglasses to fit your lifestyle.



METALS

Strength. Style. Sustainability.

Zeal's Metals are a confluence of strength, style and sustainability with unique design elements that stand out from the pack, while minimizing their impact on the environment. Forged from recyclable stainless steel, plant-based Ellume Polarized lenses, Hexetate and ceramic nose pads.

BECAUSE DETAIL IS EVERYTHING.



SEE GRASS

Reuse. Regrow. Reimagine.

See Grass combines recycled plastic and grass fibers in a closed-loop system powered by renewable energy to create unique, durable frames with our lowest environmental impact to date.

**Recycled Plastic + Grass Fiber + Bio Gas =
SUNGLASSES REIMAGINED.**



Z-LITE

Lighter. Stronger. Further.

Z-Lite combines our Z-Resin plant-based material with a thin injection process, creating an ultra-lightweight, durable frame for performance and style. Weighing in at less than an ounce, including the lenses, Z-lite is lighter and stronger so you can go further.



AUTO SUN

From Dawn 'Til Dusk

Your partner for all-day adventures in changing light conditions.

Auto Sun lenses combine photochromic technology and polarized protection into a single lens for an unsurpassed visual experience no matter where the sun leads you.



Z-RESIN

Plant-Based Performance

Crafted from the versatile castor bean's oil, this plant-based material provides an incredibly durable and lightweight plastic alternative without the footprint of petroleum. The use of Z-Resin significantly reduces the amount of CO2 produced during manufacturing and is the staple of the Zeal Sunglass line.

**THIS IS
OUR
LOGO.**



EVERY PAIR OF SUNGLASSES AND GOGGLES THAT
BEARS IT HAS BEEN TESTED IN THE WORLD'S
HARSHEST ENVIRONMENTS.



ZEAL
OPTICS

WHEN WE'RE NOT
UP LATE WORKING TO
IMPROVE & INNOVATE
OUR OPTICS,

**WE'RE UP EARLY ON
A MISSION TO TEST
WHAT WE MAKE.**



**YOU'LL NEVER HEAR US
COMPLAIN ABOUT
OUR COMMUTE.**

GOGGLE TECH & COLLECTIONS

At Zeal Optics, we're constantly striving to improve our lenses to help you see more of the mountain. As a proud part of the Maui Jim family, Zeal has unrivaled access to the latest materials and technology developments, as well as the top suppliers in the world.



RAIL LOCK SYSTEM

Guide. Slide. Lock.

Our patented //RLs collection features a rimless frame design for unsurpassed peripheral vision and a dual sliding rail system that guides, slides, and locks your lens in place anywhere on the mountain.

AVAILABLE IN HIGHMARK, LOOKOUT, PORTAL XL & PORTAL



OBSERVATION DECK TECHNOLOGY

Change Your Perspective

Taking a page from the physics behind structures like air traffic control towers, Observation Deck Technology (ODT) is the first goggle system that replicates the eagle's view of the mountains, to help you see every inch of the line below you.

AVAILABLE IN HANGFIRE, LOOKOUT & BEACON



OPTIMUM

Clearly Superior

The foundation of all Zeal Optics lens collections, Optimum is built with complete protection from harmful UV rays, our unreal Everclear Anti-Fog, Permashield Hardcoat and optimal color filtration for perfect clarity, heightened color and enhanced definition. Available in a range of mirrors and tints, Optimum has you covered no matter what Mother Nature serves up.



OPTIMUM POLARIZED

Clarity + Protection

Our Optimum Polarized Collection has all the color, clarity and contrast of Optimum, with the added bonus of polarized protection for a glare-free view of the terrain while highlighting ice and hardpack. Our premium polarized lens is designed to block reflected light and filter 95% of HEV light. This delivers the ultimate color experience and exceptional definition and contrast of the snow's surface.



OPTIMUM POLARIZED AUTOMATIC+

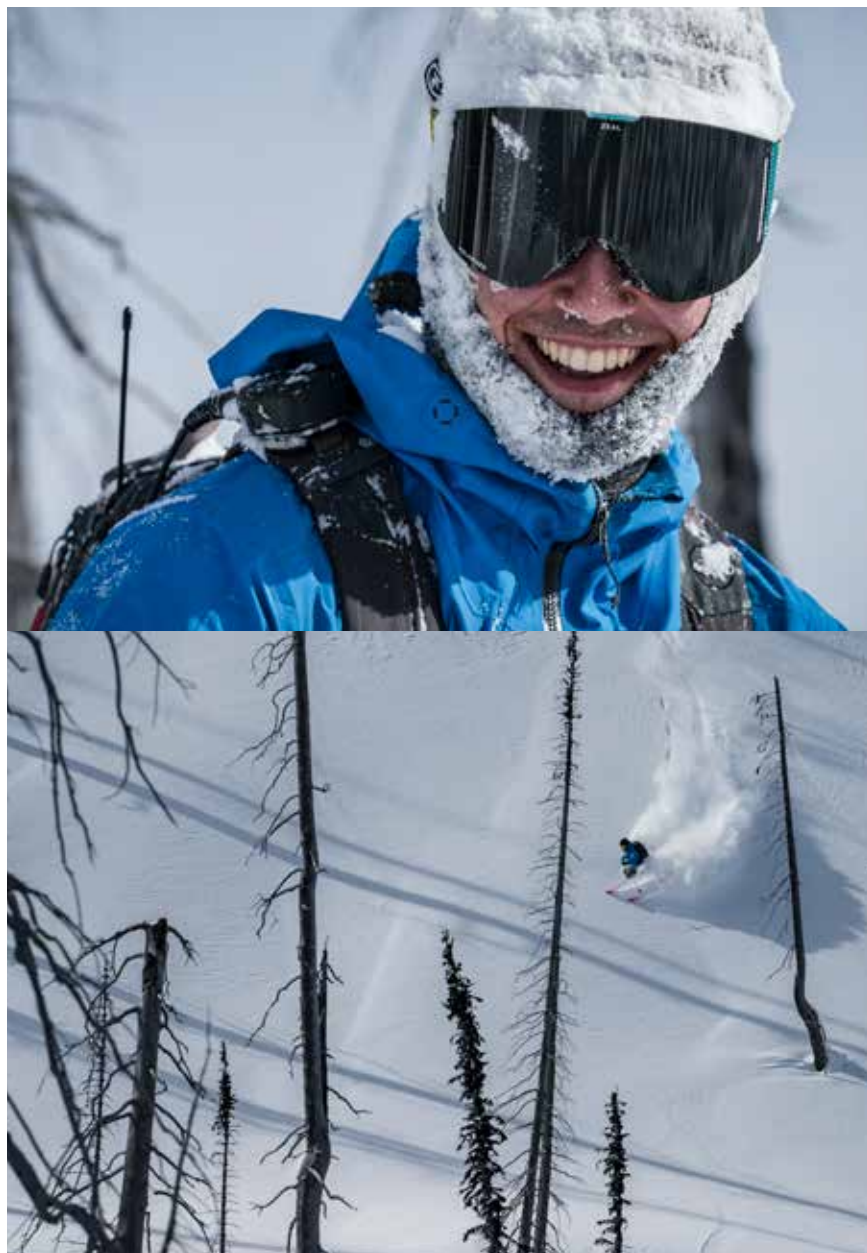
Polarized + Photochromic

Yup, it's true: We took the best of the best and made it even better. Automatic+ lenses have all the features of our Optimum and Polarized Collections + photochromic technology, so your lens automatically adjusts color and tint in changing light conditions, delivering an unsurpassed optical experience.

A man wearing a blue shirt, dark shorts, a black helmet, and sunglasses is riding a mountain bike through a lush forest. The ground is covered in green grass and numerous small yellow wildflowers. Tall, thin trees with green foliage form the background. The scene is brightly lit, suggesting a sunny day.

**OUR COLORADO R&D LAB
IS ONE OF THE
WORLD'S
BIGGEST. AND BEST.**

It's nearly 100,000 square miles.



It comes with

**300 DAYS OF
SUNSHINE,
FOOT AFTER FOOT
OF FRESH POW,
AND ENDLESS
MOUNTAIN RANGES.**

(It's also well stocked with craft beer)



It's these surroundings
that have lead to

INNOVATIONS

that quite literally improve

**YOUR
EXPERIENCE
OUTDOORS.**



Innovations like our

AUTOMATIC+

goggle lenses that use photochromic and polarized technology to adjust to changing light conditions.



And our plant-based

ELLUME POLARIZED

lenses that eliminate distortion and accentuate detail so you see richer color, greater clarity and more contrast.



But Zeal is more than
just an eyewear company.

**WE ARE GUIDED
BY A SIMPLE SET
OF BELIEFS.**



"USE LESS" IS OUR MANTRA.

There's only one good kind of footprint: The kind that is gone with the next rain, wave, gust or snowfall. All of us live for the outdoors and we all have a responsibility to protect the world around us for generations to come. We are constantly seeking new ways to use less, further reduce our footprint and make more environmentally friendly products.

"GIVE BACK" IS OUR GOLDEN RULE.

It's easy to get caught up in the beauty of the great outdoors. We try to remind ourselves that not everyone is as fortunate as we are when it comes to exploring the wild world around us. At Zeal, we work to bring inspirational adventures to those who might never have felt the thrill of running a river or the calm of a mountain top.

"EXPLORE MORE" IS OUR RALLYING CRY.

"Zeal" means passion and we live by our name every day. Our goal is to create products that inspire us all to pursue our passions. To make sure we always keep the tent packed. The skis tuned. The surfboard waxed. Because you never know when that next perfect day might come along.



Connect + Protect

Our goal is to not only protect the environment and public lands, but to connect people—whether it be the disadvantaged, disenfranchised youth or the next generation—to these places, instilling a love for the outdoors, inspiring them to work and advocate for wild places and continuing that cycle forward.

*Want to learn more about our efforts?
Scan the QR code or visit zealop.link/Commitment*



AFTER ALL...



***ADVENTURE
AWAITS.***

In Boulder?

STOP BY AND SAY "HELLO!"

1230 Spruce Street
Boulder, Colorado, 80302

*If we're not home,
you know where to find us.*

#EXPLOREMORE

ZEALOPTICS.COM



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